

PTOL-413A (10-08)

Approved for use through 11/30/2008. OMB 0851-0031  
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE**Applicant Initiated Interview Request Form**

Application No.: 10/758,969 First Named Applicant: Armin Ebrahimi  
 Examiner: Henry Orr Art Unit: 2176 Status of Application: Pending

**Tentative Participants:**

(1) Michael Dreznes (Reg. No. 59,965) (2) Examiner Henry Orr  
 (3) Supervisory Examiner Doug Hutton (4) \_\_\_\_\_

Proposed Date of Interview: 11/18-11/23 Proposed Time: Anytime AM/PM

**Type of Interview Requested:**

(1) ☒ Telephonic (2) ☐ Personal (3) ☐ Video Conference

Exhibit To Be Shown or Demonstrated: ☐ YES ☒ NO

If yes, provide brief description: \_\_\_\_\_

**Issues To Be Discussed**

Issues (Rej., Obj., etc)	Claims/ Fig. #s	Prior Art	Discussed	Agreed	Not Agreed
(1) <u>Rejection</u>	<u>51,77,90</u>	<u>Kamangar/McElfresh/Cross</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(2) <u>Rejection</u>	<u>103</u>	<u>Harrington</u>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(3) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(4) _____	_____	_____	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

☒ Continuation Sheet Attached

**Brief Description of Argument to be Presented:**

References do not teach selecting advertisements and non-advertising content where the selecting is based on a  
 respective value of the advertisements and non-advertising content, and the respective values are in a common unit of  
 measure; also where the values are determined irrespective of a relevance of each page component to a search query.

An interview was conducted on the above-identified application on \_\_\_\_\_.

**NOTE:** This form should be completed by applicant and submitted to the examiner in advance of the interview (see MPEP § 713.01).

This application will not be delayed from issue because of applicant's failure to submit a written record of this interview. Therefore, applicant is advised to file a statement of the substance of this interview (37 CFR 1.133(b)) as soon as possible.

Michael Dreznes  
 Applicant/Applicant's Representative Signature  
Michael G. Dreznes  
 Typed/Printed Name of Applicant or Representative  
59,965

Registration Number, if applicable

\_\_\_\_\_  
 Examiner/SPE Signature

This collection of information is required by 37 CFR 1.133. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 21 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.  
 If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

Ser. No. 10/758,969

Atty. Ref. No. 12729/35

**FOR EXAMINER'S REVIEW ONLY -- DO NOT ADD TO FILE HISTORY**

51. (Currently Amended) A method for building a web page comprising:
- receiving a request from a user;
  - dynamically composing the web page in response to the request; and
  - making the web page available to the user,
- wherein the step of dynamically composing the web page comprises:
- identifying a set of candidate components used in a default composition of the web page, each candidate component in the set of candidate components having a nominal value;
  - selecting a subset of the candidate components for placement onto the web page as page components, wherein at least one component in the selected subset comprises an advertisement and at least one different component in the selected subset comprises a non-advertising content, further wherein the selecting is determined by an optimization of an aggregate actual-page value of the web page, further wherein the page components comprise at least one page component comprising an advertisement and at least one page component comprising a non-advertising content;
  - placing the subset of the candidate components onto the web page as page components; and
  - eliminating page components from the web page when such elimination increases the actual page value of the web page,
- further wherein the aggregate actual-page value of the web page is a function of a respective actual value of each respective page component placed on the web page and wherein the actual value of each respective page component placed on the web page is determined by a nominal value of the respective page component and an effectiveness of the respective page component on the web page, wherein the effectiveness of the page component is based on a clutter of the web page, further wherein the respective actual value of each respective page component is in a common unit of measure.
52. (Currently Amended) The method of claim 51 wherein the respective actual value of each respective page component placed on the web page is determined irrespective of a relevance of each respective page component to a search query in a common unit of measure.

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103. (Currently Amended) The method of claim ~~511~~402 wherein the clutter of the web page is computed using a mathematical model based on the areas occupied by the page components on the web page and a total area of the web page.